



**Syllabus for INCO 3006
First Semester 2007-2008**

Course Title	Business Communication II
Course Code	INCO 3006
Contact Hours/Credits	3 hours per week / 3 credits
Requisites	INCO 3005

Course Description

This course is designed for students who are majoring in business administration. It emphasizes on the writing of different types of business letters. The course develops business-writing skills, and studies the principles of business communication. It also provides oral practice.

Learning Objectives

Upon completion of the course, the students will:

1. organize and develop ideas in writing business communications.
2. apply the appropriate patterns, principles and vocabulary in analyzing business communication situations.
3. practice business communication skills in both independent and collaborative/team situations.
4. get familiarized with the organization, structures, and characteristics of routine letters, bad news, persuasive messages, reports, resumes, and cover letters.
5. get familiarized with job interview strategies.
6. demonstrate confidence and appreciation of the importance of effective business communication.
7. apply the 3 x 3 writing process to understand, recognize, and produce persuasive messages, negative news messages, an informational report and a résumé.
8. write a resume and a job application letter (using the 3 x 3 process).
9. learn successful job interview strategies.

Course Outline and Time Distribution

- | | |
|-----------------------------------|--------------|
| 1. Introduction to the Course | (1.5 hours) |
| 2. Fundamentals of Letter Writing | (1.5 hours) |
| a. Format | |
| b. Patterns | |
| c. Writing Process | |
| 3. Business Correspondence | (42.0 hours) |
| a. Persuasive Messages | |
| 1. Characteristics | |
| 2. Organization | |
| b. Negative Messages | |
| 1. Characteristics | |
| 2. Organization | |
| c. Business Reports | |
| 1. Characteristics | |
| 2. Organization | |

- d. Employment Communication
 - 1. Resume
 - 2. Application Letter
 - 3. Interview

TOTAL 45.0 hours

Instructional Techniques

Among the instructional strategies to be used for the class are:

- A. Lecture: An informative talk about a particular topic given by the professor.
- B. Simulation situations: Strategy that consists of real world case studies which students will analyze, evaluate and solve.
- C. Group and/or individual presentations: Strategy in which students present a business topic individually or collaboratively.
- D. Group and/or individual writings: Strategy in which students practice business documents by composing them individually or collaboratively.
- E. Electronic mail: Resource used as a strategy for students to practice written communication skills.
- F. Internet: Resource used as a strategy for students to look up information.
- G. Portfolio: Strategy used for formative and summative evaluation by having students select, organize, and collect assigned written documents into a single unit.
- H. Checklists: Lists of characteristics of different business correspondence used for students to check, refer and verify.
- I. Audiovisual Resources: Resources used as strategies for students to enhance the particular business topic/s being discussed (examples: transparencies, power point presentations, videos and others).
- J. Rubrics: Strategy that consists of a numeric scale that defines and describes basic criteria to measure the quality of written business correspondence.
- K. Open Ended Questions: Questions that demand the students to produce a response (oral or written) in which they would have to use critical thinking skills.
- L. Critical Thinking Questions: Questions used to foster critical thinking when students analyze, evaluate and answer questions about business situations.

Learning Resources and Minimum Required Installations and Facilities

Among the instructional resources to be used for the class are:

- A. Textbook
- B. Articles
- C. Printed Material
- D. Audiovisual Material
 - 1. Videos
 - 2. CD ROMS
 - 3. Power Point Presentations
 - 4. Transparencies
 - 5. Computers
- E. E-mail
- F. Internet

Evaluation Techniques

All grades will be given in numerical percentages

1. Partial Examinations*	30%
2. Written Exercises (letters, memos, short report, and others)	40%
3. Quizzes or Group Work or Portfolio**	10%
4. Daily Grade (attendance, participation, assignments, and others)**	10%
5. Final Examination	10%
Total	100%

*** If partial exams include section B, then section A will be allotted a 70% of the grade.**

****If not considered, this percentage will be allotted to Partial Examinations or Written Exercises at the discretion of the Professor.**

NOTE: The specific needs of students sheltered under Law 51 will be taken into consideration.

Reasonable Accommodation

Students who are sheltered under Law 51 or receive vocational rehabilitation services that require reasonable accommodations must inform the professor at the beginning of the semester by bringing an official letter that is sent from the office that deals with the matters of persons with impediments at the university in order to offer the necessary accommodations in accordance to the specifications that are delineated in said document.

Academic Integrity

The University of Puerto Rico promotes the highest standards of academic and scientific integrity. Article 6.2 of the UPR Students General Bylaws (Board of Trustees Certification 12-2009-2010) states that academic dishonesty includes, but is not limited to: fraudulent actions; obtaining grades or academic degrees by false or fraudulent simulations; copying the whole or part of the academic work of another person; plagiarizing totally or partially the work of another person; copying all or part of another person's answers to the questions of an oral or written exam by taking or getting someone else to take the exam on his/her behalf; as well as enabling and facilitating another person to perform the aforementioned behavior. Any of these behaviors will be subject to disciplinary action in accordance with the disciplinary procedure laid down in the UPR Students General Bylaws.

Grading Scale

100% – 90%	A
89% – 80%	B
79% – 70%	C
69% – 60%	D
59% and lower	F

Bibliography

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- Locker, Kitty O. Business and Administrative Communication. 5th ed. Boston: Irwin & McGraw-Hill, 2000.
- Ober, Scott. Contemporary Business Communication. 4th ed. Dallas: Houghton Mifflin, 2001.
- Torres, Lucy M. Impedimentos Visuales: Naturaleza y Necesidades. San Juan: Isla Negra, 1998.
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